<u>Shared references to specifically appeal to intended target audience</u>

The editors of Front magazine use a variety of shared references to build a relationship with their readers. The use of shared references builds a relationship as it would make the readers feel as though the editors of Front know what their interests are and share the same ones. If the editor knows what the readers know about and are interested in it creates a synthetic relationship which mimics a friendship. Most of Front's readers will buy the magazine regularly or subscribe to it as it is very audience specific- therefore each edition needs to promote similar genres of interest. The editorial of a magazine has multiple purposes one of which is to create a lasting impression of the magazine writers which will encourage readers to subscribe to the magazine and read it regularly. The fact Front is likely to have the same readers each time leads the shared references to create the second stage of synthetic personalisation by showing a lifestyle image which appeals to a specific reader who feels they can relate to Front. Text 1 uses the metaphor "Dust rolling" which is a reference to the band Limp Bizkit, text 2 also uses a music reference "Black Sabbathin" referring the ban Black Sabbath. These music references would appeal to a reader of the magazine who has an interest in rock/metal music and would create humour for those who understand the references which would build on the friendly relationship between reader and editor. The editor of Front magazine also uses shared references of films and TV shows which would stereotypically be seen as male targeted films/shows. In text 1 it refers to the He-Man films- "by the power of Grayskull" when describing how good the issue is. This would appeal to fans of He-Man as they would understand the reference and feel personally involved in the magazine. Text 5 also uses a similar shared reference of "the greatest double act since Batman and Robin" which again, like He-Man has a male target audience. He-man and Batman and Robin are both children's films/TV shows which are cartoons and Front uses these childhood references to create an exciting, reminiscent feeling which will appeal to a fun, rebellious type of audience. These references are most likely to be shared by a young male target audience who are interested in iconic films and alternative music. This gives the magazine an iconic style and adds elements of nostalgia to the magazine which will appeal to the types of reader Front attracts. The use of the editor playing on nostalgia presents Front in a way which suggests they have known their readers since they were children and this also builds up a pseudo friendship. This is important as one of the purposes of a magazine editorial is to entertain and creating a sense of nostalgia will do this by reminding the reader of past experiences.

Commented [GJ1]: AO2: Clear link to investigation and develops this point appropriately.

Commented [GJ2]: AO3: Range of contextual issues both production and reception considered.

Commented [GJ3]: AO2: Clearly links AO3 to AO2 issues.

Commented [GJ4]: AO1: Textual evidence

Commented [GJ5]: Links AO1-AO3.

Commented [GJ6]: AO1: gives several references and develops in a systematic way.

Commented [GJ7]: AO1: Perceptive development of a specific textual reference, linking to both AO2 and AO3.

Commented [GJ8]: AO3: developed

AO1: Candidate has chosen salient textual evidence and develops these points perceptively by linking to clear and systematic AO3 considerations. Could be even more precise with terminology. (18/20)

AO2: Clearly understands the purpose of investigation and ensures all comments are linked to this focus. Points relating to synthetic personalisation are wholly relevant and sense that candidate has chosen the most relevant aspect (e.g. shared lifestyles) to illuminate data rather than just include it for the sake of it. Even more precise referencing to Fairclough's model would have improved further. (18/20)

AO3: A strength and perceptive / analytical comments are included throughout and always linked to AO1 / AO2. Perhaps not quite as tentative as it could be in places. (9/10)